This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Involving Minorities in Water Conservation

Presented by

Nicole Lise and Diana Diaz
Community Outreach Team
SNWA Public Information

Arturo Castro
HCI Advertising
The drought has had devastating impacts on Lake Mead’s water elevations.
Minority Outreach: Why is it necessary?
MINORITY OUTREACH

• General Outreach works….to a point.

• African-Americans – Received conservation message, but had water quality concerns.

• Hispanics – Were not taking action on English language conservation messaging.
Minority Outreach

- Minority Outreach/Marketing *is* necessary.
- But….it’s not an exact science or process:
African-American Outreach
African-American Outreach

• SNWA sponsored research revealed low water safety ratings in this community
• General water safety/quality campaigns not reaching this segment of the population
• Targeted outreach campaign developed and included: radio, television and print campaigns.
African-American Outreach

Selecting a Spokesperson:

Yvetta Kennedy
Water District employee
Water Flavor Panel Member
25 years of experience
Native Las Vegan
Family-oriented

Yvetta Kennedy takes her water seriously. After all, she’s one of the highly trained employees and private sector volunteers who meet weekly to assess our valley’s water.

Yvetta is on the front line, helping to ensure that our water supply meets or surpasses all federal drinking water standards.

To learn more about how our water is treated and tested for safety, contact the Southern Nevada Water Authority.

Go to snwa.com, or call 258-3930.
African American Outreach

Focus Group Sessions

Purpose – to gauge effectiveness of television, radio and print campaigns. Also, follow-up on research results.

Participants – African-American men and women, 25-65 years old

Consultant – Local African-American advertising agency
African American Outreach Results

Six months after initiation of campaign, SNWA sponsored phone research showed a 3 point increase in the African-American water safety rating.

Research also showed high recognition of campaign spokesperson and message among all racial groups.
Asian-American Outreach
Asian-American Outreach

• Extremely diverse group. Major ethnicities in Las Vegas include: Filipino, Chinese, Korean, Indian, Hawaiian, and Vietnamese.

• Educated, majority bilingual. Family-oriented.

• Ratings on conservation and water quality/safety tie-in closely to general population.
Asian-American Outreach

• Participate in events sponsored by local Asian-American organizations such as Chinese and Vietnamese New Year’s festivals.

• Support Asian Chamber of Commerce. Present regular updates at monthly luncheon.

• Build relationships with heads of local Asian organizations and media such as the Asian Journal, the Organization of Chinese Americans and the Filipino Chamber of Commerce.
Hispanic Outreach

Presented by

Diana Diaz and Arturo Castro
Hispanic Marketing is about understanding the Hispanic Culture
SNWA Implements an extensive Hispanic Outreach Program

- Participation in Hispanic Organizations
- Participation in Hispanic events
Developed Spanish Materials

- Spanish informational brochures
- Website
- Spanish Helpline
Partnership with Spanish media

- Television
- Radio
- Print
Not all of the advertisements that are created in English are then translated into Spanish. You need to take into consideration your target audience’s culture.
ARTURO CASTRO

HCI ADVERTISING
Questions?
WATER CONSERVATION

HISPANIC ADVERTISING CAMPAIGN 2004
THE HISPANIC 2003 FOCUS GROUP RESULTS

1. There is no real awareness on how severe and dramatic the drought problem is. There is a perception of abundance.

2. Most users are not aware of the fact that 70% of the water is used outside the home, in their landscape.

3. Most people referred to the fact that their water conservation efforts are done indoors, without knowledge that the indoor water use is recyclable.
4. HISPANICS DID NOT “RECALL” TRANSLATED WATER CONSERVATION ADS

5. MOST PARTICIPANTS DID NOT KNOW WHAT XERISCAPE IS, BUT THEY DO THINK THAT CHANGING TO DESERT LANDSCAPING IS ONE OF THE BEST WAYS TO SAVE WATER

6. THERE IS A LACK OF COMMUNICATION TO THE HISPANIC COMMUNITY

7. AS A CONSEQUENCE, THERE IS NO COMMITMENT, INVOLVEMENT, OR ENGAGING IN ANY OF THE WATER CONSERVATION PROGRAMS
Target Group

Demographics

PRIMARY:

• HISPANICS OFF ALL AGES AND ECONOMIC LEVELS LIVING IN SOUTHERN NEVADA

SECONDARY:

• SCHOOLS
• HOTEL / GAMING INDUSTRIES
• HOSPITALS
• GOVERNMENT ORGANIZATIONS
• BUSINESSES
• CORPORATIONS
Target Group

Pschographics

HISPANICS REMEMBER
HOW SCARCE WATER IS IN THEIR NATIVE COUNTRIES
AND THEY DON’T WANT TO LIVE THROUGH THAT AGAIN
Communication Objectives

- **CREATE AWARENESS ON HOW SEVERE THE DROUGHT PROBLEM IS**

- **EDUCATE TARGET GROUPS ON WHAT THEY SHOULD DO TO BETTER CONSERVE WATER**

- **CREATE A “GOODWILL” CAMPAIGN THAT INVOLVES EVERYONE AND MAKES THEM WANT TO “SAVE WATER”**

- **INVOLVE THE ENTIRE COMMUNITY AND GENERATE COMMITMENT AND SOLIDARITY**
Positioning

POSITION WATER

CONSERVATION

IN

CONSUMERS’ MINDS

AS A HIGH PRIORITY
Campaign Strategy

To create a universal “umbrella” concept with 4 tactics:

- **Awareness Campaign** to raise up the level of consciousness of the entire community
- **Educational Campaign** what to do exactly to get a win-win result
- **Commitment Campaign** to create a strong participation from the Latino community
- **Celebrities Campaign** in order to Trigger Solidarity and Involvement at all levels
Creative Concept

“S. O. S.”

For the Water Conservation!
TV ads
Listo
Ahorra Agua
ENHAnespanol.com
Southern Nevada Water Authority calls increased to the Helpline by 462% for the Water smart Landscape Rebate Program.
Thank you!
Print
¡Aguas!
NO dejes que me AGOTE!

Estamos atravesando por la peor sequía de los últimos años. El Lago Mead ha perdido 3 billones de galones de agua y sin embargo, hay gente que gasta el agua a pasto. Por eso queremos pedirte que cambies tu pasto con un bellísimo xeriscape (jardín de desierto).

Southern Nevada Water Authority
www.snwa.com
Tel. 258-AGUA

UNITE A LA CRUZADA POR LA CONSERVACIÓN DEL AGUA EN EL SUR DE NEVADA

WATCH OUT!
DON’T LET ME DIMINISH!
UNITE TO THE CRUSADE FOR WATER CONSERVATION IN SOUTHERN NEVADA
“Put on the T-Shirt”
(COMMIT TO CONSERVE)

DON’T LET ME DIMINISH!

UNITE TO THE CRUSADE FOR WATER CONSERVATION IN SOUTHERN NEVADA
UNETE A LA CRUZADA POR LA CONSERVACIÓN DEL AGUA EN EL SUR DE NEVADA

S.O.S.

Kids

Southern Nevada
Water Authority
www.snwa.com

Tel. 258-AGUA
En Las Vegas, si cuidamos el agua, todos salimos ganando

“WINNERS”
(If we take care of the water in Las Vegas, We all Win!)

Estos son los pasos para cuidar el agua:

1. No gastes el agua a pesta.
   - Combina tu pesta con un bellísima Xeriscape.
   - Recuerda que el pesta consume 5 veces más agua que otras plantas.
   - Gana un dólares por cada pie cuadrado de pesta que substituyas.

2. Riegues sólo en las horas y tiempos permitidos.

3. Ajusta los rebajes de los rociadores.

4. Checa fugas y goteras, dentro y fuera de la casa.

5. Inspíre a todos tus familiares y amigos para que cuiden el agua.

UNITE A LA CRUZADA POR LA CONSERVACION DEL AGUA EN EL SUR DE NEVADA